

Message Text

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E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: AMERICAN FOOTWEAR EXPORT PROGRAM: VIDEO BOUTIQUE, THE NETHER-
LANDS

REF: A) USDOC 09190: B) AMSTERDAM A-07 NOTAL

1. THIS MESSAGE WAS COORDINATED WITH THE COMMERCIAL COUNSELOR IN THE HAGUE.
2. FOOTWEAR VIDEO BOUTIQUE PROJECT IS WELCOME AND CATALOG/SAMPLE/ VIDEO APPROACH IS, IN OUR EXPERIENCE, ATTRACTIVE PROMOTIONAL PACKAGE. HOWEVER, WE HAVE SERIOUS RESERVATIONS WITH TIME, PLACE AND BUDGET PROPOSALS.
3. DATES PROPOSED ARE HEIGHT OF SEASON FOR DUTCH CHRISTMAS SHOPPING. NO CONSUMER GOODS TRADE EVENT STAGED DURING THIS PERIOD CAN EXPECT TO DRAW MORE THAN A SMATTERING OF TRADE VISITORS. ADDITIONALLY POST WILL BE PREPARING AND STAGING TWO OTHER CATALOG EVENTS FIAREX AND EFFICIENCY DURING SEPTEMBER-NOVEMBER PERIOD, FOR WHICH FUNDS HAVE UNCLASSIFIED

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ALREADY BEEN EXPENDED. PERSONNEL MOST EXPERIENCED WITH CONSUMER GOODS AND FOOTWEAR WILL THEREFORE NOT BE AVAILABLE TO MANAGE VIDEO BOUTIQUE DURING THAT TIME.

4. WE ALSO BELIEVE HOTEL-SOLO SHOW VENUE NOT THE BEST UNDER THE CIRCUMSTANCES. UNLIKE HOUSEWARE AND SOME OTHER PRODUCT SECTORS, FOOTWEAR UNIVERSE IS LIMITED IN SIZE, AND SCATTERED, LARGELY IN

SOUTH OF THE COUNTRY. U.S. SHOES ARE NOT WELL KNOWN IN HOLLAND AND THEREFORE LIKELIHOOD OF ATTRACTING GOOD TURNOUT FOR SOLO SHOW IS SMALL.

5. WE STRONGLY RECOMMEND INSTEAD THAT WE ENTER INTERNATIONAL SHOE FAIR IN JAARBEURS, UTRECHT, IN MARCH 1979. WE REALIZE DELAY MAY CAUSE PROBLEMS AND THAT INDUSTRY EXPERT MIGHT BE UNAVAILABLE THEN, BUT WE BELIEVE FAIR IS BY FAR THE BEST AVAILABLE PLACE WITH 3,500 TRADE VISITORS AND 140 EXHIBITORS FROM 25 COUNTRIES. NO AMERICAN FIRMS EXHIBIT IN FAIR NOW BUT USG IS WELCOME TO PARTICIPATE. LOW KEY PROGRAM MIGHT BE POSSIBLE WITHIN US DOL 3,000 WHICH WILL PROVIDE 30 SQUARE METER BOOTH AT MOST WITH MINIMAL FURNISHINGS. OUR ESTIMATE FOR MORE APPROPRIATE PROGRAM WILL REQUIRE 50 SQUARE METER BOOTH AND BUDGET OF US DOL 5,000. ADVISE.
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